

CLAIM AMENDMENTS

1. (Currently Amended) A display apparatus comprising a flexible display member ~~capable of being shaped or molded by the application of hand pressure to a shape which is retained until the shape is again altered by hand pressure, said display member~~ comprising a flexible electronic pixel array and a control unit ~~provided at one end of the display member~~ capable of controlling the flexible electronic pixel array, the display member being in the form of a strip of a size suitable to be positioned around a limb of a user, in which the display member is removably attached to the control unit, wherein the display member can be detached from the control unit and replaced with an alternative design or size display member to suit the user.

2. (Cancelled)

3. (Currently Amended) A display apparatus according to claim 1, in which the malleable display member is sufficiently stiff as to retain its shape without the need for a latch or other retainer.

4. (Cancelled)

5. (Currently Amended) A display apparatus according to claim 1, in which the display member comprises an electro-luminescent, organic light emitting diode, light emitting polymer, or organic liquid crystal display bonded to a malleable strip.

6. (Currently Amended) A display apparatus according to claim 5, in which the display member comprises a rubber backing, a strip of thin steel forming said malleable strip, said electro-luminescent, organic light emitting diode, light emitting polymer, or organic liquid crystal display, a filter layer, and an anti-moisture covering.

7. (Previously Presented) A display apparatus according to claim 1, in which the control unit is releasably secured to a distal portion of the display member.

8. (Previously Presented) A display apparatus according to claim 1, in which controls are provided on the display member or on the control unit.

9. (Previously Presented) A display apparatus according to claim 8, in which said controls are in the form of touch-sensitive areas.

10. (Previously Presented) A display apparatus according to claim 1, in which the control unit comprises a timing circuit and the display member is adapted to display time indicia, whereby the apparatus functions as a watch.

11. (Previously Presented) A display apparatus according to claim 1, in which the control unit comprises means for generating visual patterns on the display member, whereby the apparatus functions as an electronic bracelet.

12. (Cancelled)

13. (Currently Amended) A display apparatus according to claim 3, in which the display member comprises an electro-luminescent, organic light emitting diode, light emitting polymer, or organic liquid crystal display bonded to a malleable strip.

14.-17. (Cancelled)

18. (Previously Presented) A display apparatus according to claim 7, in which the control unit comprises a timing circuit and the display member is adapted to display time indicia, whereby the apparatus functions as a watch.

19. (Previously Presented) A display apparatus according to claim 7, in which the control unit comprises means for generating visual patterns on the display member, whereby the apparatus functions as an electronic bracelet.

20.-22. (Cancelled)

23. (Previously Presented) A display apparatus according to claim 37, in which the display member is sufficiently stiff as to retain its shape without the need for a latch or other retainer.

24. (Cancelled)

25. (Currently Amended) A display apparatus according to claim 37, in which the display member comprises an electro-luminescent, organic light emitting diode, light emitting polymer, or organic liquid crystal display bonded to a malleable strip.

26. (Currently Amended) A display apparatus according to claim 25, in which the display member comprises a rubber backing, a strip of thin steel forming said malleable

strip, said electro-luminescent, organic light emitting diode, light emitting polymer, or organic liquid crystal display, a filter layer, and an anti-moisture covering.

27. (Cancelled)

28. (Previously Presented) A display apparatus according to claim 37, in which controls are provided on the display member or on the control unit.

29. (Currently Amended) A display apparatus according to claim [[37]] 28, in which said controls are in the form of touch-sensitive areas.

30. (Previously Presented) A display apparatus according to claim 37, in which the control unit comprises a timing circuit and the display member is adapted to display time indicia, whereby the apparatus functions as a watch.

31. (Previously Presented) A display apparatus according to claim 37, in which the control unit comprises means for generating visual patterns on the display member, whereby the apparatus functions as an electronic bracelet.

32.-33. (Cancelled)

34. (Previously Presented) A display apparatus according to claim 37, further including a sound sensor.

35. (Cancelled)

36. (Previously Presented) A display apparatus according to claim 1, further including a sound sensor.

37. (Currently Amended) A display apparatus comprising a flexible display member ~~capable of being shaped or molded by the application of hand pressure to a shape which is retained until the shape is again altered by hand pressure, said display member~~ comprising a flexible electronic pixel array and a control unit provided at one end of the display member and capable of controlling the flexible electronic pixel array, the display member being in the form of a strip of a size suitable to be positioned around a limb of a user, in which the display member is removably attached to the control unit, wherein the display member can be detached from the control unit and replaced with an alternative design or size display member to suit the user.

38. (Cancelled)

39. (New) A display apparatus comprising a flexible display member comprising a flexible electronic pixel array and a control unit, the display member being in the form of a strip of a size suitable to be positioned around a limb of a user, in which the display member is a strip or band of thin metal or plastic and which is initially axially straight and transversely concave.

40. (New) The display apparatus according to claim 39, wherein the display member is removably attached to the control unit, whereby the display member can be detached and replaced with an alternative design or size to suit the user.

41. (New) A display apparatus comprising a flexible display member comprising a flexible electronic pixel array and a control unit provided at one end of the display member, the display member being in the form of a strip of a size suitable to be positioned around a limb of a user, in which the display member is a strip or band of thin metal or plastic and which is initially axially straight and transversely concave.

42. (New) The display apparatus according to claim 41, wherein the display member is removably attached to the control unit, whereby the display member can be detached and replaced with an alternative design or size to suit the user.

43. (New) The display apparatus according to claim 1, in which the flexible electronic pixel array is provided on one side of the display member and a display is provided on an opposite side of the display member.

44. (New) The display apparatus according to claim 37, in which the flexible electronic pixel array is provided on one side of the display member and a display is provided on an opposite side of the display member.

45. (New) The display apparatus according to claim 39, in which the flexible electronic pixel array is provided on one side of the display member and a display is provided on an opposite side of the display member.

46. (New) The display apparatus according to claim 41, in which the flexible electronic pixel array is provided on one side of the display member and a display is

provided on an opposite side of the display member.

47. (New) The display apparatus according to claim 1, wherein the display member comprises a battery separate from the control unit.

48. (New) The display apparatus according to claim 37, wherein the display member comprises a battery separate from the control unit.

49. (New) The display apparatus according to claim 39, wherein the display member comprises a battery separate from the control unit.

50. (New) The display apparatus according to claim 41, wherein the display member comprises a battery separate from the control unit.

51. (New) The display apparatus according to claim 1, further including a light sensor for controlling illumination of the flexible pixel array in accordance with ambient light.

52. (New) The display apparatus according to claim 37, further including a light sensor for controlling illumination of the flexible pixel array in accordance with ambient light.

53. (New) The display apparatus according to claim 39, further including a light sensor for controlling illumination of the flexible pixel array in accordance with ambient light.

54. (New) The display apparatus according to claim 41, further including a light sensor for controlling illumination of the flexible pixel array in accordance with ambient light.

55. (New) The display apparatus according to claim 1, wherein the control unit includes a radio frequency link for remote control of a device.

56. (New) The display apparatus according to claim 37, wherein the control unit includes a radio frequency link for remote control of a device.

57. (New) The display apparatus according to claim 39, wherein the control unit includes a radio frequency link for remote control of a device.

58. (New) The display apparatus according to claim 41, wherein the control unit

includes a radio frequency link for remote control of a device.

59. (Previously Presented) A display apparatus according to claim 39, further including a sound sensor.

60. (New) A display apparatus according to claim 41, further including a sound sensor.

61. (New) A display apparatus according to claim 1, further including a battery recharged by a solar cell or a thermoelectric cell.

62. (New) A display apparatus according to claim 37, further including a battery recharged by a solar cell or a thermoelectric cell.

63. (New) A display apparatus according to claim 39, further including a battery recharged by a solar cell or a thermoelectric cell.

64. (New) A display apparatus according to claim 41, further including a battery recharged by a solar cell or a thermoelectric cell.